

ORDER



KSJV

Orders	Order / Rev:	108242	
	Alt Order #:	06867612	
	Product Desc:	Horsford/DCCC	
	Estimate:	2229	
	Flight Dates:	10/25/12 - 10/25/12	
	Original Date / Rev:	10/24/12 / 10/24/12	
	Order Type:	GENERAL	
			KSNV
Agency	Name:	<u>GMMB, Inc./ Washington D.C.</u>	
	Buying Contact:		
	Billing Contact:		
		Washington Harbor	
		Washington, DC 20007	
Advertiser	Name:	<u>DCCC/ Horsford</u>	
	Demographic:	A35+	
	Product Codes:	PLC02	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
		New Business Thru:	
		Order Separation:	00:05:00
		Advertiser External ID:	
		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	23	\$15,025.00	\$12,771.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$15,025.00	\$12,771.25	0.00
Total	23	\$15,025.00	\$12,771.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSJV	24%	\$15,025.00
Market	100%	\$62,604.17

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$16,277.08
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$15,651.04
KTUD	2%	\$1,252.08
KVVU	18%	\$11,268.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,130.21

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Advertiser: DCCC/ Horsford
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Estimate: 2229

KSNEWS.COM

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 1	KSNV	10/25/12	10/25/12	M-F	5-6a	WakeUp w/Wagners		5-6a		---	T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
WAKE UP WITH THE WAGNERS																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$450.00			0.00								
E 2	KSNV	10/25/12	10/25/12	Wake Up	Early w/ Wagners		430a-5a		---	T---	:30	1	\$200.00	1	0.00	NM	1	\$200.00	
WAKE UP EARLY W/ THE WAGNERS																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$200.00			0.00								
E 3	KSNV	10/25/12	10/25/12	M-F	6-7a	WakeUp w/Wagners		6-7a		---	T---	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$700.00			0.00								
E 4	KSNV	10/25/12	10/25/12	Today Show		CM	658a-9am		---	T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00	
TODAY SHOW																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$900.00			0.00								
E 5	KSNV	10/25/12	10/25/12	M-F	Today Show II	3rd Hour	9-10a		---	T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00	
TODAY SHOW II																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$425.00			0.00								
E 6	KSNV	10/25/12	10/25/12	M-F	Today Show III	4th Hour	10am-11am		---	T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00	
TODAY SHOW III																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$325.00			0.00								
E 7	KSNV	10/25/12	10/25/12	Rachael Ray		CM	11am-12pm		---	T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00	
RACHEL RAY																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$325.00			0.00								
E 8	KSNV	10/25/12	10/25/12	Noon News		CM	12-1230pm		---	T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00	
NEWS 3 AT NOON																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$425.00			0.00								
E 9	KSNV	10/25/12	10/25/12	The Agenda	1230pm	CM	1230-1p		---	T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00	
NEWS 4: THE AGENDA																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$325.00			0.00								
E 10	KSNV	10/25/12	10/25/12	Days of our Lives		CM	1258p-2pm		---	T---	:30	1	\$425.00	1	0.00	NM	1	\$425.00	
DAYS OF OUR LIVES																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$425.00			0.00								
E 11	KSNV	10/25/12	10/25/12	The Doctors		CM	2pm-3pm		---	T---	:30	1	\$325.00	1	0.00	NM	1	\$325.00	
THE DOCTORS																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		1		\$325.00			0.00								
E 12	KSNV	10/25/12	10/25/12	Dr. Phil		CM	3-4p		---	T---	:30	2	\$450.00	1	0.00	NM	2	\$900.00	
DR. PHIL																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>								
		Week: 10/22/12	10/28/12	---T---		2		\$450.00			0.00								
E 13	KSNV	10/25/12	10/25/12			CM	4-5pm		---	T---	:30	1	\$725.00	1	0.00	NM	1	\$725.00	

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